VOLUME: LOUD

PHILIP MORRIS, INC.
Project Data
Tape Recorder Giveaway

To whom?

TAPED MESSAGE FOR CASSETTE - MENTHOL

ANNCR: I bet I know what you just did. . .You adjusted the volume of this tape to the level you wanted, didn't you. . .Not too loud. . .Not too soft.

Well, just imagine a cigarette that lets you adjust the menthol flavor. . .Rich when you want a cool rich low tar. . .Mild when you want a light refreshing ultra low tar. . .So a smoker always gets exactly the taste he wants, when he wants.

We call that an amazing sales opportunity. (PAUSE) We call that new Concord Menthol. The first cigarette ever that lets you adjust the menthol flavor from rich to mild.

Go ahead. Take one out and try it. The key is Concord's revolutionary Flavor Control™ filter. . .By twisting the arrow on the filter ~~between the various flavor~~ anywhere within the indicated bars on the ~~cigarette~~ filter, you can adjust Concord Menthol's taste anywhere from very rich to very mild. . . or any level in between.

No other cigarette can make the claim.

New Concord Menthol. . .the first cigarette that adjusts from rich to mild. . .Like we said, an amazing sales opportunity is at your fingertips. (WRY) But then, that shouldn't take long to adjust to. . .

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Your Philip Morris rep will be calling on you soon to personally introduce you to new Concord Menthol. There's never been anything like it.

Source: https://www.industrydocuments.ucsf.edu/docs/jtvn0004